

IN THE CLAIMS

Please amend Claims 1, 3, 5 and 18-24 as shown below. A presentation of all of the pending claims with their current status indicated follows.

- Sub 1. (Currently Amended) A retail display system comprising:
- a ~~plastic strut~~ panel assembly extending from a lower end to an upper end and having a front, a back, a left side, a right side, a length, and a width and bearing at least one vertical array of engagement features;
 - a base supporting the panel assembly;
 - a header, proximate the ~~strut~~ upper end of the panel assembly, and having a width and a height;
 - a plurality of product-holding elements, each engaged to an associated feature of the engagement features to secure such element to the ~~strut~~ panel assembly, wherein ~~at least a first of~~ the product holding elements each comprises a plurality of pairs of engagement members and an associated tray formed of folded corrugated material for containing ~~the~~ associated ~~product~~ products.
2. (Original) The retail display system of claim 1 wherein:
- said tray held so that a bottom wall of the tray has a front to back declination.
3. (Currently Amended) The retail display system of claim 2 wherein means for providing said declination comprise at least one of:
- a foldably deployable portion of a back wall of the tray; and
 - a molded plastic support fixture having a declined surface for engaging the bottom wall of the tray; and
 - wherein the base comprises a folded corrugated base for holding the ~~strut~~ panel assembly at an angle off vertical.
4. (Cancelled without prejudice).

5. (Currently Amended) The retail display system of claim 1 wherein:
said ~~[first-product holding element comprises]~~ pairs of engagement members comprise a
pair of molded plastic ~~[support fixture]~~ brackets for supporting the tray.

6. (Cancelled without prejudice).

7. (Cancelled without prejudice).

8. (Cancelled without prejudice).

9. (Cancelled without prejudice).

10. (Cancelled without prejudice).

11. (Original) A corrugated product-carrying tray having front, back, left, right and
bottom walls and having:
central first engagement features for securing the tray to a central first support; and
left and right second engagement features for alternatively securing the tray to left and
right tray-supporting brackets.

12. (Cancelled without prejudice).

13. (Cancelled without prejudice).

14. (Cancelled without prejudice).

15. (Cancelled without prejudice).

16. (Cancelled without prejudice).

17. (Cancelled without prejudice).

18. (Currently Amended) A kit for forming a retail display comprising:
a ~~[plastic-strut]~~ panel assembly extending from a lower end to an upper end and having a front, a back, a left side, a right side, a length, and a width and bearing at least one vertical array of engagement features; ~~[and]~~
a header, which is either unitarily formed with, secured to, or securable to the ~~[strut]~~ panel assembly proximate the ~~[strut]~~ upper end of the panel assembly; and
a plurality of product-holding elements, securable to and removable from the ~~[strut]~~ panel assembly, each having a ~~[feature]~~ plurality of pairs of engagement members and an associated tray engageable to an associated feature of the engagement features to secure such element to the ~~[strut]~~ panel assembly.

19. (Currently Amended) The kit of claim 18 packaged in a single carton ~~[and further comprising:]~~ wherein the plurality of trays comprise a plurality of corrugated cardboard trays, each optionally containing product to be sold from the display ~~[and each securable to at least an associated one of the product holding elements to be held by such associated element]~~ when the display is assembled from the kit.

20. (Currently Amended) The kit of claim 18 further comprising:
a folded corrugated cardboard base for assembly to the ~~[strut]~~ panel assembly and header for supporting the ~~[strut]~~ panel assembly and header above a ground surface.

21. (Currently Amended) The kit of claim 20 wherein the base has front, left and right sides, the front side having upper and lower portions and a step having an aperture for receiving a lower end portion of the ~~[strut]~~ panel assembly when assembled therewith.

22. (Currently Amended) The kit of claim 18 packaged preassembled in a single carton with said product holding elements and product held thereby and wherein the kit includes a corrugated cardboard handle having a handle aperture and an attachment aperture, optionally combined with the handle aperture, the attachment aperture receiving a mounting clip secured to at least one of the header and ~~[strut]~~ panel assembly so as to enable a user to grip the handle

through the handle aperture and withdraw the kit upward through an open end of the carton by pulling upward on the handle and then disengage the handle from the clip by drawing the handle downward relative to the clip.

23. (Currently Amended) The kit of claim 18 further comprising:

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a pair of first mounting brackets for mounting the combined header and ~~[strut]~~ panel assembly to a shelf system; and

a pair of second mounting brackets for mounting the combined header and ~~[strut]~~ panel assembly to a wire rack.

24. (Currently Amended) The kit of claim 18 further comprising:

upper and lower mounting brackets for mounting the combined header and ~~[strut]~~ panel assembly to an environmental support, at least one of which brackets comprises:

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a first feature engageable to an associated feature of the engagement features to secure such bracket to the ~~[strut]~~ panel assembly; and

a second feature engageable to the environmental support.

25. (Cancelled without prejudice).

26. (Cancelled without prejudice).

27. (Cancelled without prejudice).

28. (Cancelled without prejudice).

29. (Cancelled without prejudice).

30. (Cancelled without prejudice).

31. (Original) A retail display apparatus, comprising:
a chassis comprising:

a generally rectangular central portion of a folded box construction formed in major part of material selected from the group consisting of boxboard and corrugated plastic and fibrous materials; and

at least left and right plastic frame members secured proximate left and right sides of the central portion;

a base supporting the chassis above a ground surface; and

a plurality of shelf assemblies having pairs of left and right engagement features for removable securement to left and right engagement features of the chassis.

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32. (Original) The apparatus of claim 31 wherein:

the base comprises a folded multi wall corrugated structure;

the chassis engagement features comprise left and right vertical arrays of apertures in a front of the central portion; and

at least one of the shelf assemblies comprises:

a corrugated tray; and

left and right molded plastic brackets respectively having the left and right engagement features of the shelf assembly.

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33. (Original) The apparatus of claim 32 further comprising a hinged header member secured to the chassis, the header hingeable between a deployed condition wherein a first surface of the header extends upward from the chassis member, substantially coplanar with the front face, and a stowed condition located substantially behind the chassis.

34. (Original) The apparatus of claim 32 further comprising a pair of left and right generally quadrilateral trim panels held by associated forwardly open channels in the left and right frame members, respectively.